



PRISM

NEWS RELEASE

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Photos available upon request

Chicago's First Interior Design Showcase to Debut April 19, 2012, at The Ritz-Carlton Residences, Chicago, Magnificent Mile

- Gala event and public opening to benefit The Art Institute of Chicago -

Chicago, IL (November 10, 2011) – Glamour will come home to the Windy City when “Simply Magnificent: A Showcase of Homes” opens in April 2012 at The Ritz-Carlton Residences, Chicago, Magnificent Mile.

Celebrity designers from around the world are creating five ultra-luxury condominium residences for the showcase, hosted by Prism Development Company in partnership with *Traditional Home* magazine. The showcase will kick off with an April 19 charity gala, followed by three weeks of public viewing. All proceeds—including gala and public tickets and the sale of any furnishings—will benefit The Auxiliary Board of The Art Institute of Chicago.

“We’re honored to provide a spectacular stage for a world-class group of designers,” said Bruce Schultz, managing principal at Prism Development Company, developer of The Ritz-Carlton Residences, Chicago, Magnificent Mile. “*Traditional Home* is the perfect national media partner to spotlight their talents.”

Showcase to feature world-class designers

This first-of-its kind urban design showcase will feature five internationally renowned designers chosen for their diversity of styles and tastes.

Frank Ponterio of Frank Ponterio Interior Design, whose portfolio includes historic David Adler Homes on Chicago’s North Shore, will reveal his downtown style in one of the residences. “My work in historic architecture certainly piqued my interest in The Ritz-Carlton Residences, Chicago, with its reconstruction of the 1920s Farwell Building,” Ponterio said. “My design vision is an American take on classic 1920s/1930s European interiors. I am inspired by the notable historic homes from that era and aim to translate classic design attributes to a modern lifestyle.”

London-based Doug Atherley of Kinari Design and Kinari International is also contributing to the showcase. "Because Chicago is an international city and The Ritz-Carlton is an international brand, I thought that it was important to have European representation in the showcase," Atherley said. "Kinari Design's style is international contemporary, which is well-suited for The Residences. Whether used as a full-time residence or a pied-à-terre, this home will be a refined, practical haven from the speed and intensity of a modern urban lifestyle."

Three other notable designers from London, New York and Chicago will be added to the line-up of the Showcase's star-studded cast.

***Traditional Home* magazine partners with Prism Development Company**

"The Ritz-Carlton Residences, Chicago provide an ideal environment to showcase everything that *Traditional Home* celebrates," said Ann Maine, editor in chief, *Traditional Home Magazine*. "It's a perfect blend of world-class design rooted in the city's rich architectural history and modern amenities tailored for modern-day living. *Traditional Home* is thrilled to partner with Prism Development Company to showcase the work of some of today's best design talent through The Residences Showcase, and to help raise funds for the Art Institute of Chicago--one of the world's preeminent cultural institutions."

The Auxiliary Board of The Art Institute of Chicago to benefit from Showcase Gala

The Showcase will debut on April 19, 2012, with an exclusive invitation-only evening preview gala featuring a tour and presentations by the individual designers of the five residences. "We are pleased that The Ritz-Carlton Residences, Chicago showcase and gala will benefit The Art Institute of Chicago. It's exciting to see the artistic vision of these accomplished designers highlighted in a landmark Chicago building," said Paulita Pike, president of The Auxiliary Board of The Art Institute of Chicago. "The opening event will be an intimate and exclusive affair where guests can interact with showcase designers and experience the designed spaces in a comfortable way." The gala will be limited to about 200 members of Chicago's philanthropic community.

Landmark Club offers exclusive services and amenities

The showcase also will unveil the Landmark Club and private art collection at The Residences. The exclusive Landmark Club offers residents a full floor of unparalleled services and amenities including a grand salon, private dining rooms with club chefs, a billiards lounge with conditioned wine bins, a screening room, and a state-of-the-art fitness center with select spa services. The club, as well as common areas of the building, will feature an eclectic modern art collection assembled and commissioned by the art consultant for the building's public spaces.

Downtown Chicago's only residential high-rise under construction, The Ritz-Carlton Residences, Chicago, Magnificent Mile reached its final height of 40 stories this April. Delivery of its first residences is slated for early 2012. The sales center, located at 625 N. Michigan Ave., is open seven days a week by appointment. Call 312-242-5980 for more information or to schedule a private showing.

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About Prism Development Company

The Ritz-Carlton Residences, Chicago is developed by Prism Development Company, a Chicago-based development firm that provides the highest quality services across all disciplines in real estate development.

The Residences feature 89 elegantly appointed condominiums rising 40 stories above the famed Magnificent Mile. With legendary Ritz-Carlton service, a desirable Michigan Avenue address and Arte Moderne architecture, the property is poised to raise the bar for an ultra-luxurious lifestyle. Residences range from one to four bedrooms with pricing from \$1.4 million to more than \$13 million for a full-floor penthouse. For more information, visit www.theresidenceschicago.com.

About *Traditional Home* Magazine

As the largest upscale shelter magazine in America, *Traditional Home* celebrates the union of timeless design with modern living, inspiring 4.6 million design lovers to reinterpret classic elegance in a thoroughly personal way. From home, garden and green living to food, entertaining and travel, the magazine is a tribute to quality, craftsmanship, authenticity and family -- a trusted resource that respects the past, lives in the present and embraces products designed for the future.

For more information, visit <http://www.traditionalhome.com>

For more information regarding the magazine's new online companion, TradHome, visit

<http://www.tradhomemag.com>

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For more information on Frank Ponterio Interior Design, visit: <http://frankponterio.com/>

For more information on Kinari Design, visit: <http://www.kinaridesign.com/>